

## ***"Love Your Kids"***

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November 29, 2007

Michael Fronske  
150 N. 18th Ave #500  
Phoenix, AZ 85007

Dear Michael Fronske,

Arizonans may come from many backgrounds, but we all share the common value of caring about the well being of our children. However, in order for children to thrive, learn and grow into productive community members, they first must be healthy.

Currently there are more than 283,000 uninsured children in our state. That's the equivalent of 4,000 school busloads of kids! Only one-third of Arizona's uninsured children who are eligible for KidsCare, our state-sponsored healthcare program, or AHCCCS, its companion program, are actually enrolled. So, the good news is that 130,000 uninsured children could receive healthcare coverage or visit a dentist without any new state or federal legislation...all we have to do is sign them up!

That's why we are writing you today. On Thursday, Feb. 14, 2008 a group of Arizona business, healthcare, education and faith-based organizations will sponsor an extraordinary, first-time event called ***Love Your Kids***. The goal of this event is to give information, offer application assistance and enroll eligible children throughout the state. You and your organization are the key to making ***Love Your Kids*** a success. We need your help to get the word out to eligible children and their families so they can receive the low-cost, affordable healthcare they need to grow into healthy, productive citizens.

Attached please find the mission and objectives of this event as well as a list of participation opportunities for your organization. Please review list, consider which activities best suit your organization and complete the form. You may e-mail your response to Teresa Hernandez, ([thernandez@azchildren.org](mailto:thernandez@azchildren.org)), or fax it to her at (602) 263-8792. If you have additional questions or need more information please feel free to contact Teresa at (602) 266-0707 or any of us; our contact information is listed below.

We hope that you will join us in this exciting effort. We have a wonderful opportunity to ensure a large number of children receive healthcare just by enrolling them in one of these existing programs. Please join us in making a real difference for Arizona's children.

Sincerely,

Anne Wendell Planning Committee Chair (602) 406-4595	Tara Plese Partner Subcommittee Chair (602) 288-7547	Bridget O'Gara Communications Subcommittee Chair (602) 445-4300	Elizabeth Baskett Enrollment/training Subcommittee Chair (602) 445-4300
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## **Operation: LOVE YOUR KIDS**

**Mission:** Increase KidsCare enrollment via a one-day statewide blitz on Feb. 14, 2008.

### **Objectives**

- 1. Sponsor enrollment activities in multiple locations in cities and towns throughout Arizona.**
  - a. Increase actual enrollment on event day
  - b. Provide program information and distribute enrollment materials
  - c. Establish teams in each community to manage the enrollment locations and volunteers, etc.
- 2. Increase awareness of KidsCare program and how/where to enroll children.**
  - a. Engage broadcast & print media (statewide and local)
  - b. Work with local community and organizations' to get the word out about the event
  - c. Produce PSAs
- 3. Establish locations in all communities for ongoing distribution of KidsCare information and enrollment materials.**
  - a. Establish a commitment from locations and work with AHCCCS and DES on a process for on-going distribution of materials.
  - b. Pursue ongoing communication within communities regarding where to get enrollment materials and assistance with enrollment.
- 4. Create a network to advocate for continuation of KidsCare and KidsCare outreach funding.**
- 5. Coordinate blitz event with AHCCCS KidsCare Community Outreach campaign, Reister Multicultural and AHCCCS Outreach contractors.**

**"LOVE YOUR KIDS"**  
**Statewide KidsCare Outreach and Enrollment Day**  
**February 14, 2008**

**Our Commitment to Help**

Organization's Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

**We are interested in (you are encouraged to mark multiple activities):**

- ☐ Supporting the event with a financial contribution of \$10,000, \$5,000 or \$2,000. Event sponsors will be mentioned in all campaign collateral materials.
- ☐ Donating printing of fliers or banners for the event.
- ☐ Including mention of KidsCare and enrollment events in our advertising.
- ☐ Lending our organization's name as a supporter of the event. All endorsing organizations' names will be included in press packets the day of the event.
- ☐ Designating a representative(s) from our organization who can assist in planning the day's events.
- ☐ Distributing information on KidsCare to our employees or members. Examples: Including KidsCare information in payroll envelopes, or distributing fliers through a congregation's food boxes to families.
- ☐ Including information in KidsCare in our newsletter, mailings or materials that families receive.
- ☐ Agreeing to host an enrollment event at our location.
- ☐ Identifying volunteers who could assist with the day's events.
- ☐ Distributing information on KidsCare to our customers/staff over the long-term.
- ☐ Other

Please return this form by December 15th to Teresa Hernandez at [thernandez@azchildren.org](mailto:thernandez@azchildren.org) or FAX it to 263-8792.